

PROJECT TITLE : CIGARETTE DEVELOPMENT
TECHNICAL REPORT
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PERIOD COVERED : July 1st - July 25th 1980

250 COCKPIT BLUE

Re-engineering
Objectives : K : 14 mg
N : 0.9 mg
CO : 14 mg
Puff count : 9 (max. 10)
Format : 7.975 / 25 / 90

In order to reach the Marketing objectives, the development of this project continues on the basis of the new leaf formula of the American blend PMI. Seven versions have been made and analysed. Now two of them (96 P, 98 P) are being analysed without dilution. Based on these results it would be possible to choose the right dilution (Tipping paper) to achieve the objectives. The prototype No 100 P will be submitted to the Panel A for taste evaluation.

300 MARLBORO MENTHOL

Modification of the blend
CO reduction
Objectives : K = 13 mg
N = 0.8 mg

The cigarettes sent from Munich on the 1st of July have been analysed on the 18th of July 1980.
Taste evaluation is under way. The objectives has not been achieved in tar (K = 10.3 mg) probably because of the new blend.

365 BARBARA

Objectives : K : 13 mg
N : 0.9 mg
Puff count : 9
Format : 7.975 : 20 / 84.4

The development of this cigarette will continue with two new blends (one with 11 % of Expanded Tobacco) and with a new AC from Richmond which is expected shortly.

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